

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**  
5 July 2018

**Come and be inspired by the HK Phil!**  
**Interactive Music Installation by the HK Phil (from now until 10 Jul)**  
**2018/19 season subscriptions carry through to 8 Jul**

[5 July 2018, Hong Kong] To raise excitement levels for our 2018/19 season, the **Hong Kong Philharmonic Orchestra (HK Phil)** has curated an interactive music installation in the foyer of the Hong Kong Cultural Centre. This will last until 10 July (Tuesday).

This installation encourages everyone to discover new music and rediscover the great classics that the HK Phil is going to play next season, all according to your music "style". Simply choose the music style that appeals to you most, plug in your earphones (or scan the QR code), and get an instant taste of the glorious music featured in the HK Phil's 2018/19 season. Programme details are displayed with page number to refer to the HK Phil Season Brochure, providing you with further details and subscription information for these fabulous programmes!

To promote the HK Phil's mission - "To inspire through the finest music-making" -, this installation also invites the public to inspire the orchestra by sharing their musical inspirations with us through one simple click to RECORD on the iPad, which is available on the spot.

Click [here](#) to view the promotion video\* of this interactive music installation to get a real sense of this musical discovery. (\*The video is in Chinese.)

The HK Phil 2018/19 season marks the orchestra's 45<sup>th</sup> professional season, with a line-up of 38 programmes with no less than 20 premieres, featuring the three most recent Artistic/Music Directors of the HK Phil - Jaap van Zweden, Edo de Waart and David Atherton - together with the orchestra's Principal Guest Conductor Yu Long. There will also be many other world-renowned conductors and soloists including Leonard Slatkin, Osmo Vänskä, Joshua Bell, Khatia Buniatishvili, Michel Camilo, Rachel Cheung, Augustin Hadelich, Leila Josefowicz, Evgeny Kissin, Gil Shaham and more.

The HK Phil 2018/19 season subscriptions will be ending in **FOUR days (8 July)**. Subscribe to one or more series of the HK Phil 2018/19 season, you can enjoy up to 25% off, best seats available and one-year Club Bravo membership for free. Visit the HK Phil's subscriptions website [www.hkphil.org/1819sub](http://www.hkphil.org/1819sub) for more details.

Join us, the HK Phil, and be inspired!

Click the thumbnail to download press images [Or hold Ctrl then click to open the file]



HK Phil 2018/19 Season Interactive Music Installation

Photo Credit: Ka Lam/HK Phil



Simply choose your favourite music style, plug in your earphones (or scan the QR code), and get a taste of the glorious music featured in the HK Phil's 2018/19 season.

Photo Credit: Ka Lam/HK Phil

--- END ---

For further press information please contact:

**Meggy Cheng, Director of Marketing**

Tel: +852 2721 9035

Email: [meggy.cheng@hkphil.org](mailto:meggy.cheng@hkphil.org)

**Flora Fung, Media Relations and Communications Manager**

Tel: +852 2721 1585

Email: [flora.fung@hkphil.org](mailto:flora.fung@hkphil.org)

## Hong Kong Philharmonic Orchestra

Music Director: Jaap van Zweden

Principal Guest Conductor: Yu Long

The Hong Kong Philharmonic Orchestra (HK Phil) is recognised as Asia's foremost classical orchestra. Presenting more than 150 concerts over a 44-week season, the HK Phil attracts more than 200,000 music lovers annually.

Jaap van Zweden, one of today's most sought-after conductors, has been the orchestra's Music Director since the 2012/13 concert season, a position he will continue to hold until 2022. Maestro van Zweden will be the next Music Director of the New York Philharmonic from the 2018/19 season.

Yu Long was appointed Principal Guest Conductor with the HK Phil for a three-year period commencing with the 2015/16 season.

Under the dynamic leadership of Music Director Jaap van Zweden, the HK Phil has attained new heights of artistic excellence, garnering international critical acclaim.

Following on from the success of the European tour which included a filmed concert from Vienna's Musikverein, the HK Phil has toured extensively within the mainland China. In celebration of the 20<sup>th</sup> anniversary of the establishment of the HKSAR, and with support of the Hong Kong Economic and Trade Offices, the orchestra recently performed in Seoul, Osaka, Singapore, Melbourne and at the Sydney Opera House.

Jaap, the HK Phil, a superb cast of soloists and a chorus successfully completed the four-year epic "Ring Cycle" journey in January 2018. The concert performances and live Naxos recordings have been enthusiastically received by audiences and praised by critics at home and abroad. The recording of *Götterdämmerung* will be released towards the end of 2018.

Conductors and soloists who have recently performed with the orchestra include Vladimir Ashkenazy, Charles Dutoit, Christoph Eschenbach, Matthias Goerne, Stephen Hough, Lang Lang, Yo-Yo Ma, Ning Feng and Yuja Wang.

The HK Phil promotes the work of Hong Kong and Chinese composers through an active commissioning programme, and has released recordings on the Naxos label featuring Tan Dun and Bright Sheng, each conducting their own compositions. Its acclaimed education and community engagement programmes in schools, hospital and outdoor space, bring music into the hearts of tens of thousands of children and families every year.

The Swire Group has been the Principal Patron of the HK Phil since 2006. Through this sponsorship, which is the largest in the orchestra's history, Swire endeavours to promote artistic excellence, foster access to classical music and stimulate cultural participation in Hong Kong, and to enhance Hong Kong's reputation as one of the great cities of the world.

Thanks to a significant subsidy from the Hong Kong Government and long-term funding from Principal Patron Swire, the Hong Kong Jockey Club Charities Trust and other supporters, the HK Phil now boasts a full-time annual schedule of core classical repertoire and innovative popular programming, extensive education and community programmes, and collaborations with, among others, Opera Hong Kong and the Hong Kong Arts Festival.

Originally called the Sino-British Orchestra, it was renamed the Hong Kong Philharmonic Orchestra in 1957 and became fully professional in 1974. The HK Phil is a charitable organisation.

The Hong Kong Philharmonic Orchestra is financially supported by the Government of the Hong Kong Special Administrative Region and is Venue Partner of the Hong Kong Cultural Centre. SWIRE is the Principal Patron of the Hong Kong Philharmonic Orchestra.